

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, 1100 - Boston Region (KERSHON),  
 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region,  
 1710 - Pittsburgh ROU, 1110 - Boston ROU (PROVENL),  
 1810 - Cincinnati ROU (WEBSTES), 6610 - Denver ROU, 6210 - Chicago ROU,  
 6600 - Denver Region, 2610 - Dallas ROU, 6710 - Detroit ROU, 6200 - Chicago Region,  
 1800 - Cincinnati Region (SCHLENM), 6700 - Detroit Region,  
 5110 - N. California ROU (MORRISL), 6900 - St. Louis Region (VOREMBL),  
 6910 - St. Louis ROU (JOHNSOK4), 1200 - New York Region (SCULLYA),  
 1210 - New York ROU (ALVICH), 5810 - Houston ROU (HOWARDC),  
 5800 - Houston Region (MYERSL), 6310 - Minneapolis ROU (EUBANKS),  
 5610 - Seattle ROU (SCOTTS), 5600 - Seattle Region (UNDERDK),  
 5410 - S. California ROU (PECKHAK), 5400 - S. California Region,  
 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG),  
 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5),  
 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE),  
 2910 - Richmond ROU (YOUNGP), 2900 - Richmond (RHYNEJ),  
 6300 - Minneapolis Region, (REAUMER), 5100 - N. California Region, (FLOTTMD)  
 DDA:MSMAIL=RJRWS/RJRPO4/1000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/RJRPO4/2000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/RJRPO4/5000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/RJRPO4/6000; O=RJREM; P=WSX400; A=RJR; C=US

From: 2600 - Dallas Region  
 Posted: 8/11/97 16:44  
 Opened: 8/12/97 16:44  
 Subject: 1997 VALUE-ADDED PROGRAM

	Sales		Retail
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	
1226	_____	PC	SC
1229	_____	MC	PA
1240	_____		
1244	_____	RSM	RBM

To: All RJR ROU'S

Please distribute copy to your ROM and Promotional Coordinator.

AVP's, RM's have been sent a copy

Jeff Rumberger

CC: Bellinger, D, Huff, C, Morris, Jim (1340), Bryant, Jim, Swisher, J, Riley, Jim E.,  
 Zelles, Linda, Norris, Cathy, Conroy, Marianna  
 DDA:MSMAIL=RJRWS/RJRPO4/LUONGOR; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/RJRPO4/YOUNGR; O=RJREM; P=WSX400; A=RJR; C=US

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